



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 07/27/12

Page 1 of 3

Flight Dates 07/24/12-08/01/12Contract / Revision 304765 /Original Date / Revision
07/27/12 07/27/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31
Alexandria, VA 22314Product

Wil Cardon for Senate 2012

Agency Com 15%Billing ContactPO Box 288
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # TV: 07240730 :15'sAlt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	25	\$12,962.50	\$15,250.00	0.00	06/25/12	07/29/12	25	\$12,962.50	\$15,250.00
August 2012	5	\$1,593.75	\$1,875.00	0.00	07/30/12	08/01/12	5	\$1,593.75	\$1,875.00
Totals	30	\$14,556.25	\$17,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/23/12	07/29/12	-111---		3		\$225.00		0.00					
		Week: 07/30/12	08/05/12	1-----		1		\$225.00		0.00					
E 2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



KNXV

Print Date: 07/27/12

Page 2 of 3

**KNXV-TV
PHOENIX**Contract / Revision **304765** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-11-1--			3		\$225.00		0.00				
Week:		07/30/12	08/05/12	1-----			1		\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KNXV	07/30/12-08/05/12		M-F 7-9am		7am-9am	M-----	:15/:15		(\$225.00)		0.00	BK		
See MG 2.5															
5	KNXV	07/31/12-08/01/12		M-F 7-9am		7am-9am	-TW-----	:15/:15		\$225.00		0.00	BK		
Ⓜ MG for 2.4 07/30															
3	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-			1		\$75.00		0.00				
4	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S			1		\$75.00		0.00				
E 5	KNXV	07/25/12	07/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	--1-1--			2		\$450.00		0.00				
Week:		07/30/12	08/05/12	1-----			1		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	07/30/12-08/05/12		M-F 5pm-530pm		5pm-530pm	M-----	:15/:15		(\$450.00)		0.00	BK		
See MG 5.4															
4	KNXV	07/31/12-08/01/12		M-F 5pm-530pm		5pm-530pm	-TW-----	:15/:15		\$450.00		0.00	BK		
Ⓜ MG for 5.3 07/30															
6	KNXV	07/24/12	07/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-1-11--			3		\$450.00		0.00				
7	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-			1		\$250.00		0.00				
8	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S			1		\$250.00		0.00				
9	KNXV	07/24/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-1-1---			2		\$700.00		0.00				
Week:		07/30/12	08/05/12	1-----			1		\$750.00		0.00				
10	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	----F--			1		\$3,000.00		0.00				
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Fridav 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00



KNXV

KNXV-TV PHOENIX

Print Date: 07/27/12

Page 3 of 3

Contract / Revision **304765** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--		1				\$3,000.00		0.00			
12	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1				\$2,000.00		0.00			
13	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1-1---		2				\$225.00		0.00			
Week:		07/30/12	08/05/12	1-----		1				\$225.00		0.00			
14	KNXV	07/24/12	07/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TwTF--	:15/:15	1	\$700.00	P-3	0.00	BK	1	\$700.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TwTF--		1				\$700.00		0.00			
15	KNXV	07/24/12	07/27/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TwTF--	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TwTF--		1				\$225.00		0.00			
16	KNXV	07/24/12	07/27/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TwTF--	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TwTF--		1				\$225.00		0.00			
											Totals		30	\$17,125.00	

*Tax 1 Note: Tax 0.5%.

*Tax 1 Note: Tax 0.5%.